

Creating a Better Concept in Local Restaurants' Interior Design with Common Construction Materials

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ABSTRACT

This study is performed to understand the proper creation of concepts in interior design for local restaurant. The need of this study is to help local restaurant strive within the fearcefull competition in Food and Beverage establishment. One of the important key for restaurants to survive is to be existed and innovate within the competition and in the environment as well as inside the digital world, where current young and active markets are hunting for more unique, newer food and beverages establishment. This study is performed to see if local restaurant could incorporate a low budget and common materials used in construction to be used in their interior to help create a good interior design. Literature review is used to see the examine the past usage of design concepts in restaurants. the qualitative methodology is used, and descriptive writing is utilized to describe things, settings, and construction materials that could be used in the restaurants interior. Descriptive analysis method is used supported by the previous study and academic articles are gathered from the previous study to help supporting the findings. the study resulted in the use of natural concept on flooring, wall, furniture, and decoration is much more suitable for a restaurant with the local concepts. The elements such as stones, cements, natural color and exposed natural material is preferable in the use of low budget interior design on local concept.

Keywords: *Restaurant, Local, Interior Design, Design Concept, Material, Construction.*

INTRODUCTION

Many restaurants have come up with new and refreshed interiors. It's triggered by the demand of younger markets that are much more influenced by the vast movement of social media lifestyle upbringing. Most of this market come to restaurant not only for its food, but as well for its interior design. To survive with the restaurant competition, food can't be the only way to attract customers, these local restaurant who mainly did not pay much attention in its interior should start refining and creating their own concept as well as utilizing the available resources as possible such as the use of natural elements inside dining area. The good conditions of dining area much preferred by many young generation nowadays. Such opportunity in creating a proper design for local restaurant should not be missed as this prospect young markets will eventually grow and starting to love the establishment and even bringing their family to dine out if they find the restaurants suitable.

LITERATURE REVIEW

Restaurant

Restaurant in the earlier days is a place where people were selling food for business. The Act of selling food in this era now is combined with a lot of different factors and supporting facilities. Restaurants now deal a lot with the experience of their customers, dining experience related with personal space, giving different kinds of perception towards the restaurant (Gussago, 2017). The number of restaurants with newer concepts keep increasing, it shows that restaurants in this era needs more than just food to create a great dining experience (Anantadjaya, et al., 2017). The improvement in atmosphere inside one restaurant has also gained interest to almost all restaurant owners to attract more customer that in the search of exceptional and extraordinary restaurants for having a relaxed and leisure time. (Wardono, Hibino, & Koyama, 2017)

Interior Design

Interior Designs involve shaping the experience for a user through the creation and modification in spatial volume and the manipulation of appearance and its condition. The interior design deals with environmental psychology, as well as architectural concepts and the design of a product used such as decoration (Sharma & Dhanwantri, 2017). The first elements that are encountered upon entering a restaurant is the Physical elements, it creates a critical factor for customers whenever they are dining out. Customers want to dine inside the restaurant not only because of their hunger but also to gain a new experience, meeting friends and relatives, and to get out of boredom of routine life (Tuzunkan & Albayrak, 2016).

Concept

Humans have always connected with nature, since the beginning of shelter creation in the early days, natural elements have always been incorporated for the structure and designs. Humans have also realized the benefit of connecting with nature as they felt healthier, with reduced stress and illness. (El-Ghobashy & Mosaad, 2016)

DESCRIPTIVE ANALYSIS

Restaurants Interior Design

According to Albayrak (Tuzunkan & Albayrak, 2016) Restaurants interior relates much with the architecture of a dining area, this includes the use of calculated physical design and decoration that would help to attract and retain customers. According to (Sharma & Dhanwantri, 2017) whenever designing an interior, it's important to think of the place as a whole, that would include the staircase, the hallway, the mainroom as well as the front. A thoughtfulness in designing a restaurant's interior is significant in the process, this including conception of the design is also crucial.

According to (Piotrowski, 2016)The work plan of creating a proper interior design starts from:

- a. Programming: means gathering all information needed, in this case restaurants cuisine, culture, history, vision and mission.
- b. schematic design: is the preliminary design and the preparation of specifications.
- c. design development: the final drawings, latest specification, and budget

determination

- d. contract documents: preparation of the ready construction drawing and documents, as well as budget documents.
- e. construction, and the installation of movable furniture.

By following the steps, restaurant owners could start redefining their restaurant design by themselves.

Design Concepts

Many designers have adopted the concept of nature design but there are some missing parts in the creation of the models, functionality, and its structure. This way designers should look more on the every aspect of nature to optimize their design plan and try to put them into a concept. The heart of the design lies within the concept created and through incorporating the surrounding nature brings up a good environment for the establishment (El-Ghobashy & Mosaad, 2016). Through the expressions of art, many people have recognized "beauty" and adoring "Nature", so then they start incorporating natural elements in every detail including their interior decorations, all of these being put together into a one proper, functional and conceptual landscape art.(You & Li, 2020).

Wood and Bamboo concepts

Nowadays wood carving is much more used in interior design and it spread to each corners of the area. The trend in new era shown by the combination of aesthetics concepts, as well as the needs utilization, this is the way wood carving can also keep up with the times (You & Li, 2020). Indonesia has tons of wood production in each of every area in most big islands. Since the early days the use of carving has been the soul towards creation of traditional and cultural houses in Indonesia. Bringing this concepts into local restaurant should enhance more of Indonesia's theme and concept into the restaurant while as well paying the attention towards what carving should it be implemented on the wood. Besides wood, Bamboo is also one of the low cost reasonable product that could be used in the design. These years many countries have done a good results on the utilization of bamboo materials. Bamboo color considered as elegant, this includes the green bamboo, yellow bamboo, and charcoal. Colors in bamboo are seen as fresh and luxurious which in return impacting in a natural, tranquil, and fresh for many people (Song & Zhou, 2019). Wood and its many forms could also used for the ceilings, the wood planes or louvers could create patterns and texture for the ceiling (Sharma & Dhanwantri, 2017). Some of the reference image is shown below:

Picture 1 (Mangkoklokal, 2020).



Plasters, Stone and Concrete concepts

On most walls construction, the material is often called integral materials which consists of 4 materials: stone, plasters on top of framing, concrete and also glass block. Wall that is made out of integral material has distinctive characteristics. Stones are cool and have their own granular texture (Sharma & Dhanwantri, 2017). Choosing a concept using plasters or concrete could save more time because those materials are mostly available in almost every building material shop in the corner. According to (Rashdan & Ashour, 2017) the idea of effective selection in durable local material and reusable one can contribute to sustainability. Some of the references can be seen in the picture below:

Picture 2 (Fotkop, 2019).



CONCLUSION

From the analysis above, the study concludes the use of readily available material and easy to get is much more efficient followed by a proper planning and concepts. The use of natural material on flooring, walls, decorations and furnitures creates a whole new concept and distinctive character toward one restaurant. The steps in considering a design is very crucial and integrating the type of cuisine provided and the culture behind the cuisine, as well as integrating the design within the surrounding environment condition.

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